Amendments to the claims:

This listing of the claims replaces all prior listing, and version of the claims in the present application.

Listing of claims:

1-104. (Cancelled)

105. A method for displaying a measure of similarity between a plurality of companies, the method comprising:

displaying an icon which represents a company in response to a search term which is the website of that company, along with a plurality of icons representing companies which have a similar profile to the identified company

wherein each company profile comprises a plurality of entries, with each entry representing a unique word contained within the company website

wherein each profile entry comprises the unique word along with the frequency with which that word appears in the website

wherein each unique word only appears once in the profile

wherein each profile is derived automatically by downloading and processing the content pages of each company website

wherein profiles are compared by counting the profile entries which common between any pair of profiles

wherein each profile is stored in a database

wherein profiles are compared in response to user entry of the website address.

106. A system for displaying a measure of similarity between a plurality of companies, the system comprising:

a computer readable storage medium;

a computer readable instruction stored in a computer readable storage medium which, when executed, provide a system configured to:

display an icon which represents a company in response to a search term which is the website of that company, along with a plurality of icons representing companies which have a similar profile to the identified company

wherein each company profile comprises a plurality of entries, with each entry representing a unique word contained within the company website

wherein each profile entry comprises the unique word along with the frequency with which that word appears in the website

wherein each unique word only appears once in the profile

wherein each profile is derived automatically by downloading and processing the content pages of each company website

wherein profiles are compared by counting the profile entries which common between any pair of profiles

wherein each profile is stored in a database

wherein profiles are compared in response to user entry of the website address.